

NEWS TODAY

Date : 26-Jul-08
Headline ; Artha Money in Chennai
Event : Press conference to announce the launch of Artha Money and Products offered
Location : Chennai

Artha Money in Chennai

NT Bureau

Chennai, July 25:

Artha Money has now officially opened its doors to customers in Chennai.

The multi-product and multi-brand financial services company would offer a range of single-stop service that catered to each and every financial need of the retail customers — right from investments in equity, mutual funds and real estate to life and general insurance, loans and cards to services like tax filing, bill payments and foreign exchange.

Ever since the announcement of its ambitious foray into the retail space three months ago, Artha Money has rapidly forged partnerships to expand business.

Suresh Rangarajan, MD of Artha Money, says, 'while the Indian consumers have moved from the typical neighbourhood stores to the super malls, such a major shift has not yet touched the financial space. We still shop for financial products like our parents did interacting with multiple experts.'